

FIG. 1

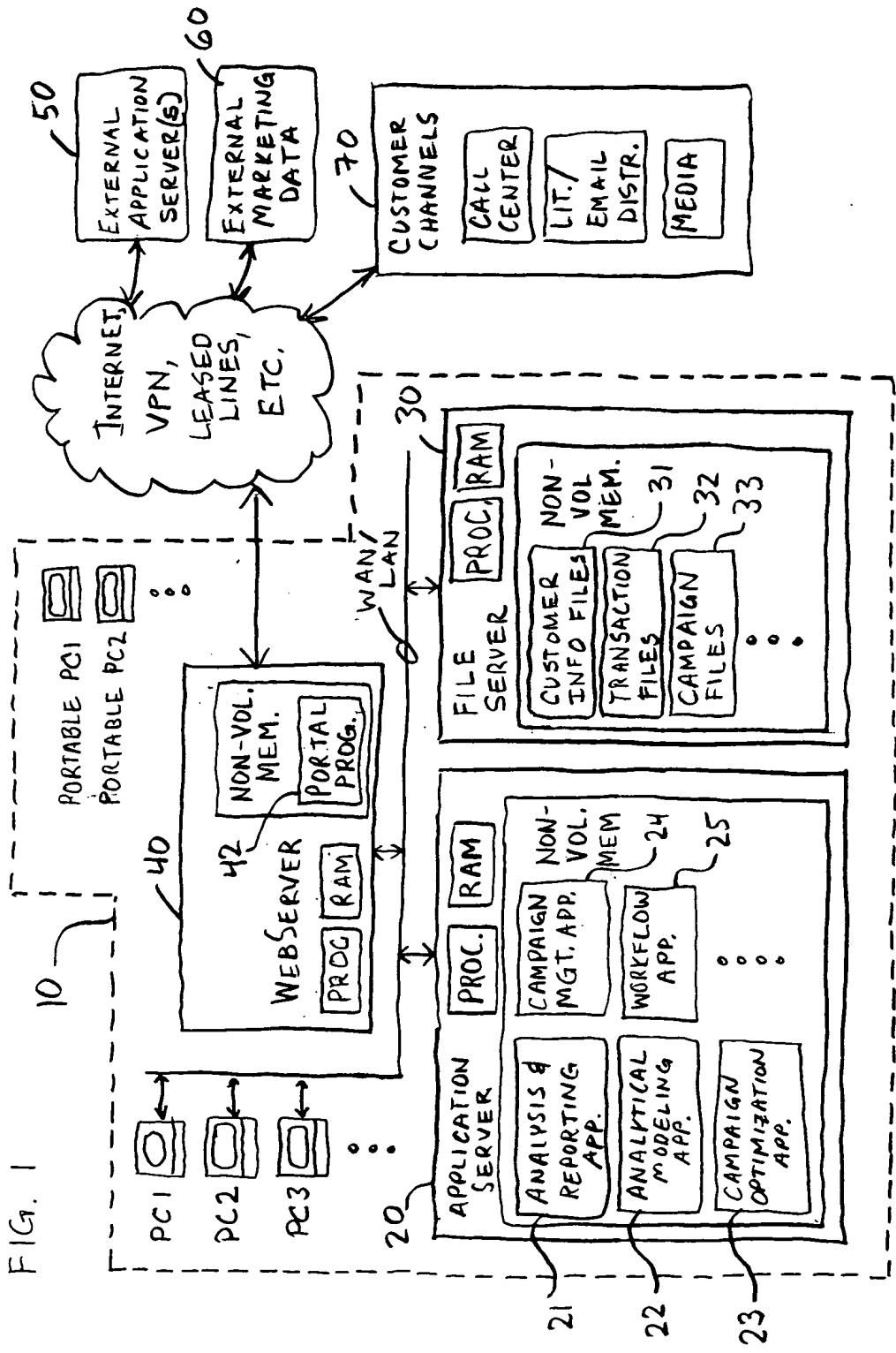
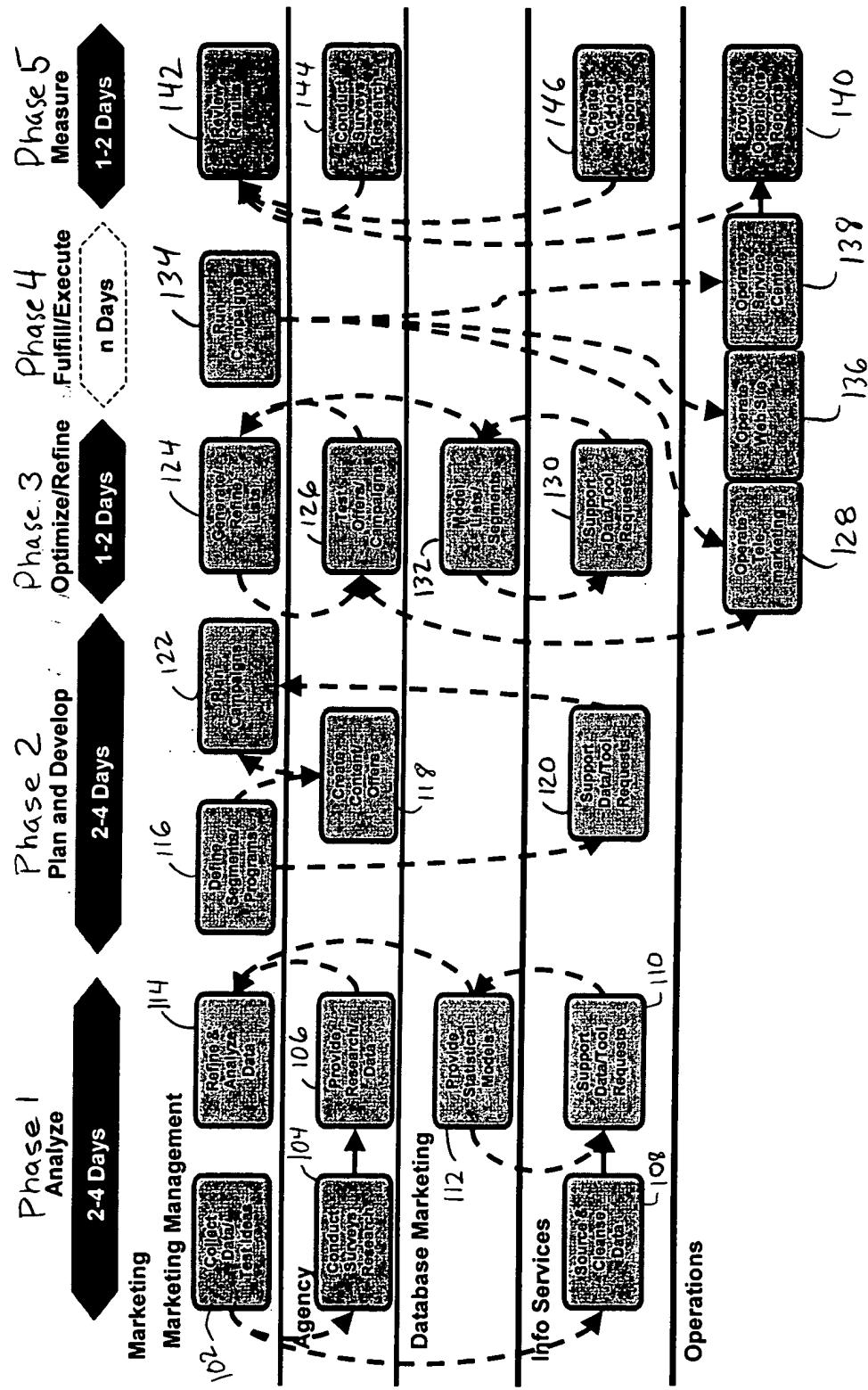


Fig. 2



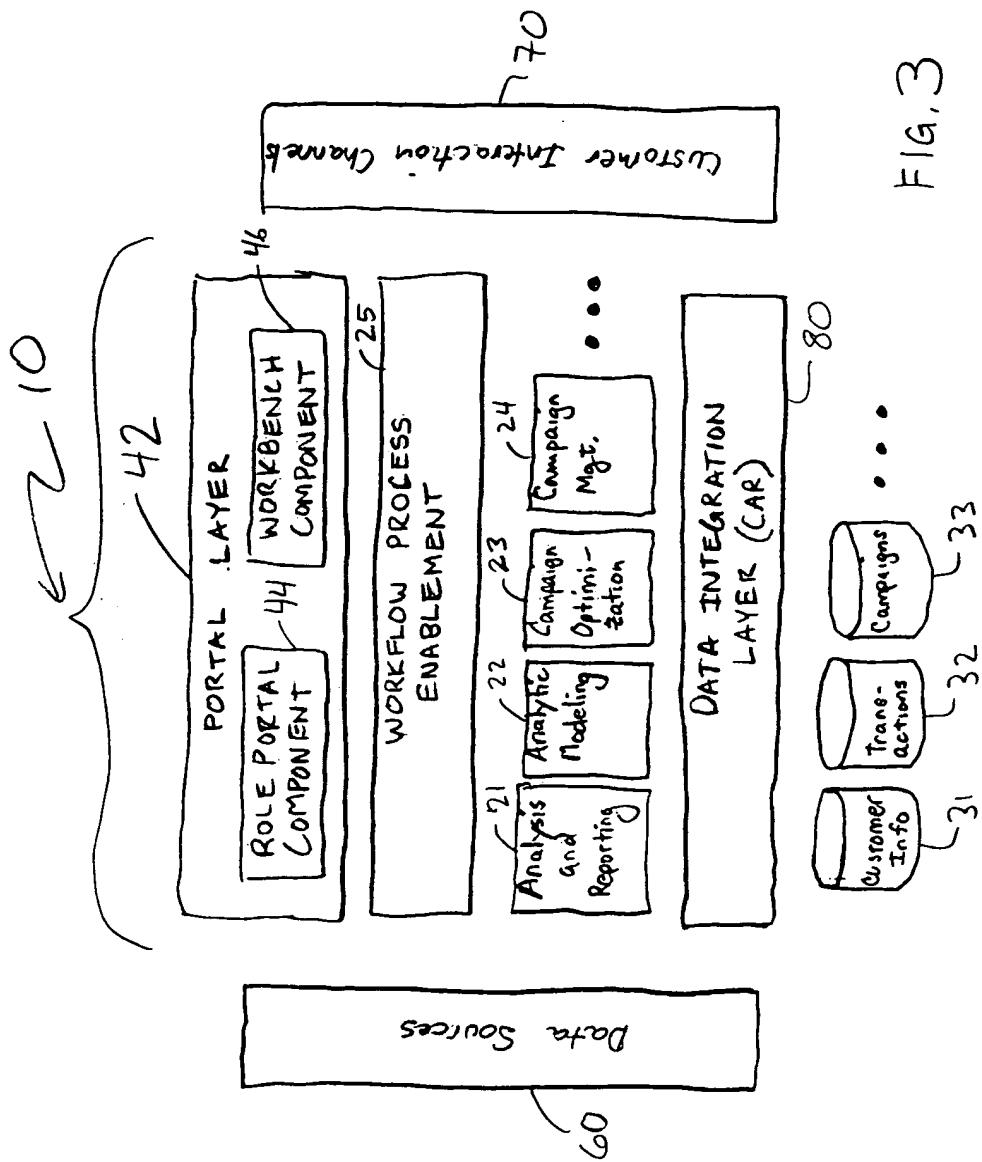
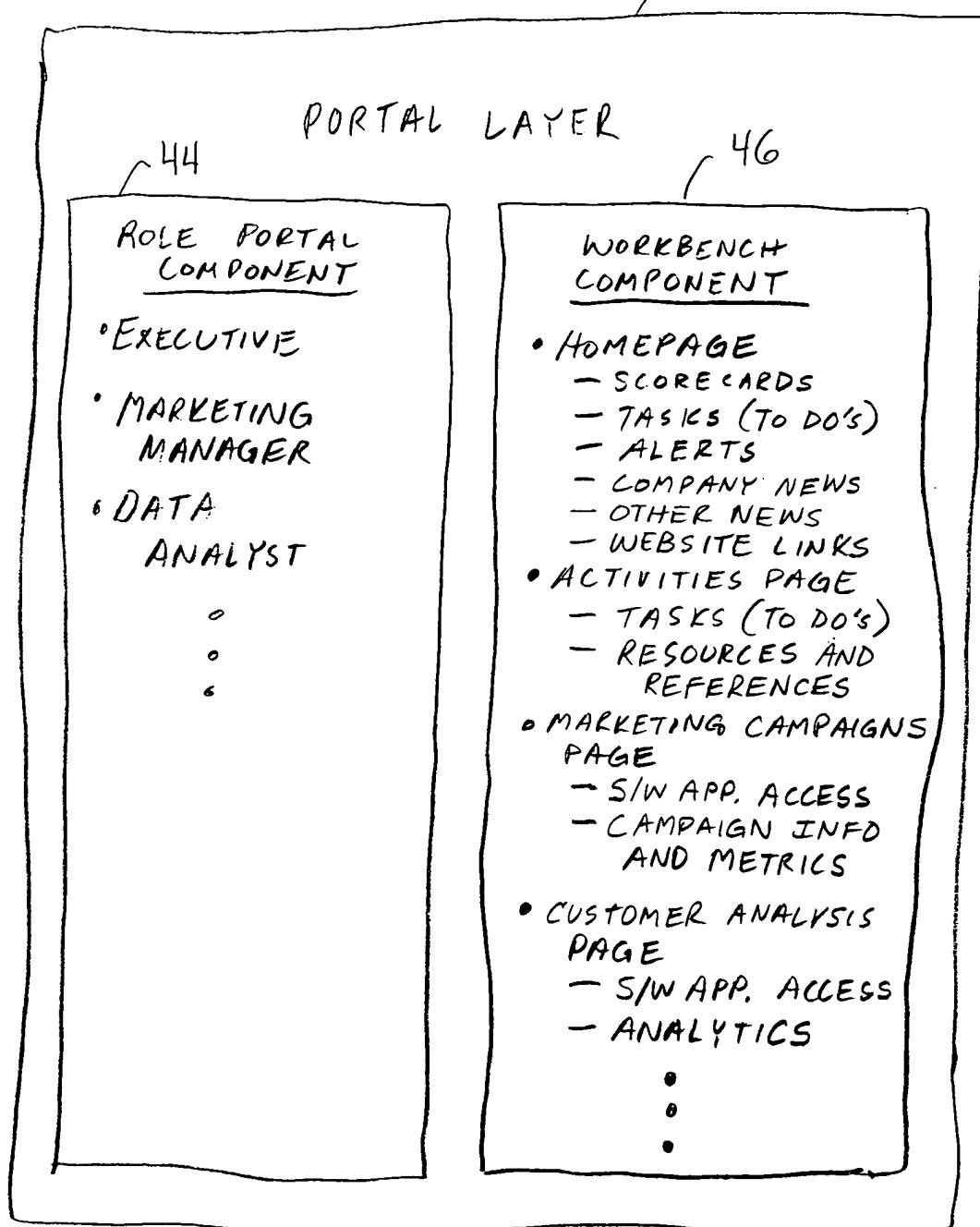


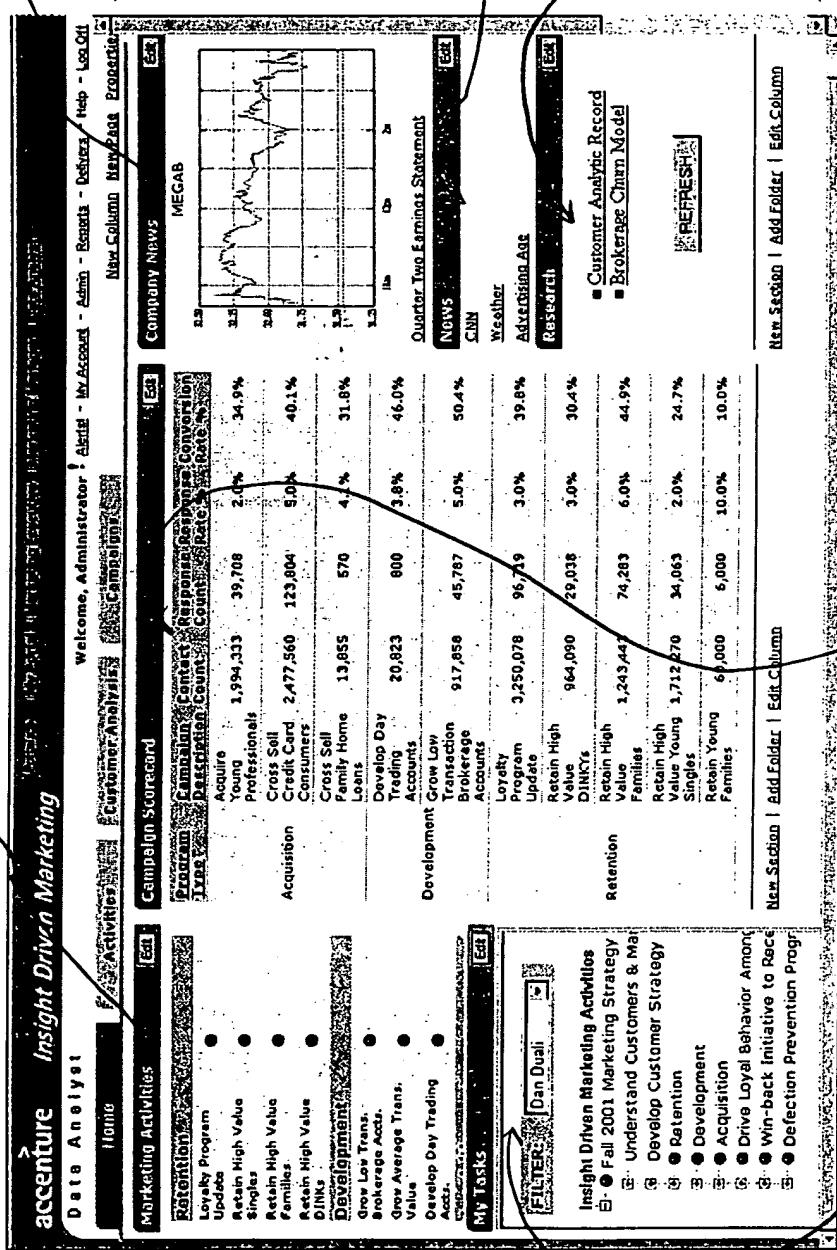
Fig. 3

FIG. 4









432

438

Fig. 7

۲۰

450

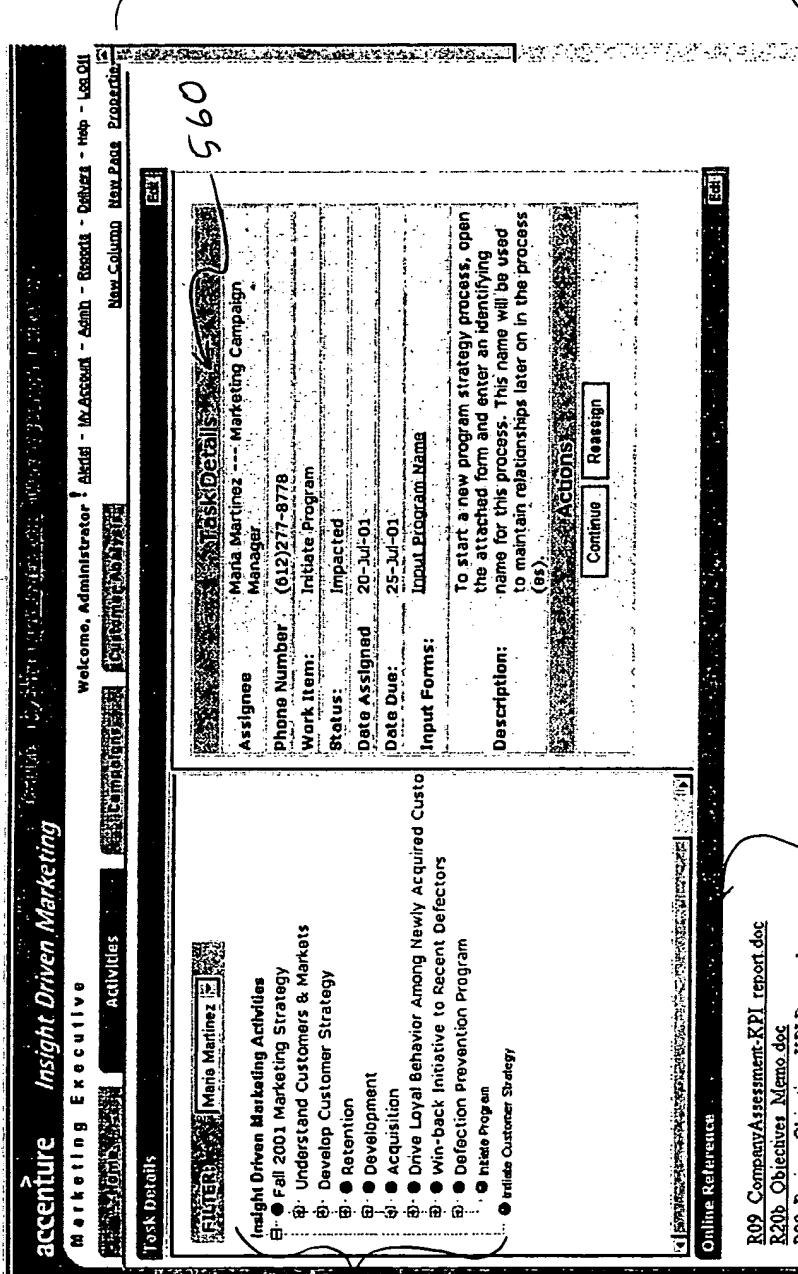


FIG. 8

565

四  
五



2tt / 09t / .  
htt' ott

130

Fig. 10

## FIG. 11

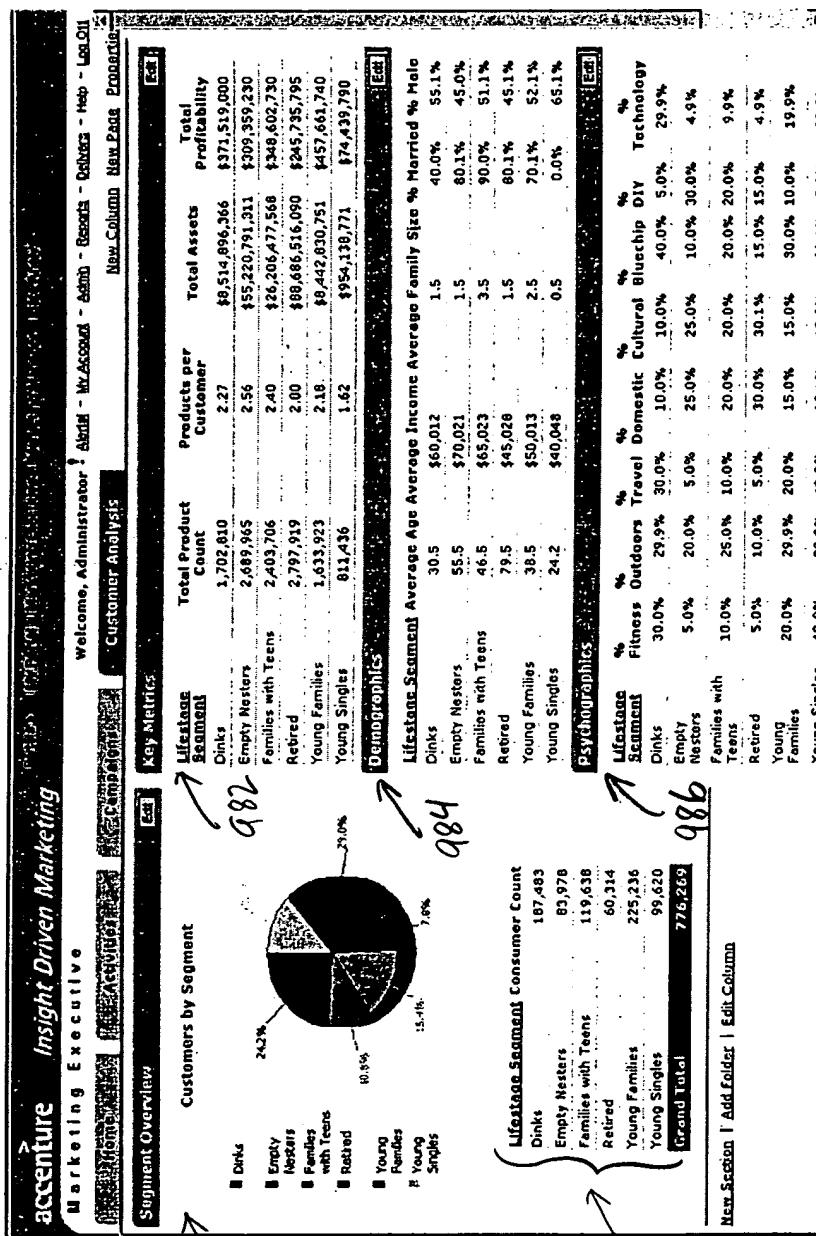


FIG. 12

FIG. 13A

# ANATOMY OF A MARKETING CAMPAIGN: THEN AND NOW

26 WEEKS VS. 26 MINUTES

26 Weeks For women who are pregnant

20 **Weeks:** For many companies today, moving from marketing idea to campaign execution is a long, laborious series of steps. Collaboration is facilitated by functional silos. Data are gathered in batch from external departments and outside agencies. By the time the campaign is out the door, the data have a god, leaving opportunity to more quickly moving competitors.

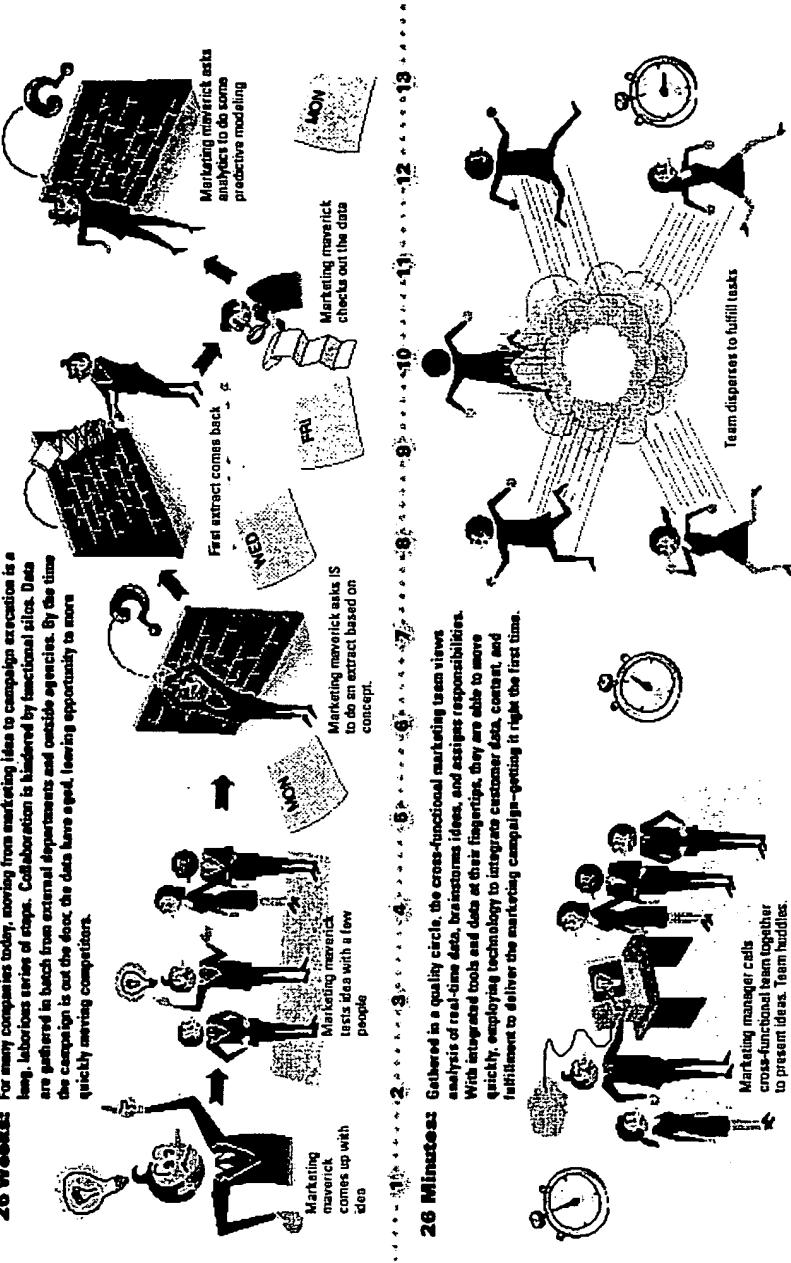


Fig. 13B

